



# SUMMER SNOWDOWN



# 2012-2013



**WHEN:** Wednesday, July 18, 2012

**WHERE:** Studio 450, 450 31st Street, New York, NY 10018



# SUMMER SNOWDOWN

## 2012-2013

**WHEN:** Wednesday, July 18, 2012  
**WHERE:** Studio 450, 450 31st Street, New York, NY 10018

## PARTICIPATION INFORMATION

Tell your brand's story to A-list media such as **O Magazine, Maxim, SHAPE, Town & Country, Men's Journal, Sports Illustrated, Family Circle, The Today Show** and more. Don't miss out on reaching potentially millions of consumers with placements from the **Summer Snowdown**. Visit [snowsports.org/Snowdown](http://snowsports.org/Snowdown) for more information on the event.

### COST

#### **\$3,500 -- Fee includes:**

- Standard grid wall with set-up
- Storage prior to event
- Refreshments for media
- Media gift bags
- Media attendee recruitment
- Company name included on invitations sent to over 1,000 top media/press contacts
- Preview of media RSVP list
- Event management
- Social media coverage
- New Product Directory distributed at event and sent to media database
- Final press attendee list with full contact information provided following the event
- Hotel discount and booking,
- First right of refusal for participation in the Snowdown next year
- Follow-up media list with contact information

### ADDITIONAL SNOWDOWN PR OPPORTUNITIES

#### Digital and Print

Inclusion in the Summer Snowdown + 1 Full-Page ad in the Snow Show Daily or The Guide\* + Banner Ad on Snowlink.com for 12/13 season + 1 Press Release send to SIA's Media database (over 11,000 contacts) **Rate: \$7,500**

*\*Ad can be included in the SIA Snow Show Daily or the Guide depending on product*

#### Digital Only

Inclusion in the Summer Snowdown + Banner Ad on Snowlink.com for 12/13 season + 1 Press Release send to SIA's Media database (over 11,000 contacts) **Rate: \$5,000**

### RSVP

To reserve your space, please complete and return the enclosed space contract. Space is limited and granted on a first come, first served basis.

SIA is hosting our 6th annual, exclusive media event to promote your latest products, trends and fashions to top New York City-based media outlets. With advertising rates out of reach for most companies, the SIA Summer Snowdown brings editorial staff from top newspaper, magazine and television outlets face to face with our industry. Make sure your brand is represented.

**For questions or more information please contact Anovia Daniels, [ADaniels@snowsports.org](mailto:ADaniels@snowsports.org), or Lori Crabtree, [LCrabtree@wyoming.com](mailto:LCrabtree@wyoming.com).**



# SUMMER SNOWDOWN 2012-2013

**WHEN:** Wednesday, July 18, 2012

**WHERE:** Studio 450, 450 31st Street, New York, NY 10018

## 2011 SIA SUMMER SNOWDOWN, IN REVIEW

**Over 59 editors attended, representing 55 outlets and 54+ million in print circulation and millions in television audience and online hits:**

ABC World News with Diane Sawyer | AllAboutSnow Magazine | American Park Network | Antenna Magazine | Backpackgeartester.com | Black Ink Magazine | CBS Newspath | CBS News | Conde Nast Traveler | Details | Egear Magazine | ESPN | ESPN Rise | Fit Yoga | Fitbie.com | Fitness | Formula4Media (Outdoor Insight, Textile Insight, Sports Insight) | Fox News | Fortune | Travelwritersjournal.net | Gifts.com | Good Housekeeping | Health | Hemispheres | Lucky | Mademan.com | Marie Claire | Maxim | Men's Health | Men's Health.com | More | New York Family | New York magazine | Organic Spa | Oprah Magazine | Outside TV | Penthouse | Prevention | Rides Magazine | Self | SHAPE | Snow East Magazine | Sports Illustrated | Stylesight.com | Teen Vogue | Time Magazine | Travel + Leisure | Town & Country | WBAI-FM | Weight Watchers | Weston Magazine Group | Whole Living | Women's Health |

[Click here to view a recap of last year's Summer Snowdown.](#)

### MEDIA COMMENTS

"It's such a relief to have so many companies in one place--I'd never have the time to schedule desk-sides with everyone! It's great to have lots of ideas of what's new and pitch-worthy." – **Jessica Cassity, Prevention**

"Another triumph – really nice event!!" – **Josh Gelman, CBS News**

"The Snowdown connected me with people at several companies new to me that seemed interested in our daily magazine giveaways. I hope to build on these new relationships by offering our readers trendy, up-to-the minute accessories and apparel." – **Sonya Grayson, Women's Health Magazine**

### EXHIBITOR COMMENTS

"The Summer Snowdown was awesome! Being a part of this event presented us with the opportunity to showcase our brand in front of several BIG non-endemic media outlets in one place. The caliber of media present at the event was solid and relevant. All of the media representatives who attended knew why they were there and what they were looking for – very cool to see PR done on this scale!" – **Annelise Loevlie, Icelantic Skis**

"SIA's Snowdown event is a great way to connect with mainstream media and reach a wider audience beyond ski media. SCOTT has felt the value of this event; the organization, media attendees and the exposure make this event well worth it to attend." – **Kerry McCarthy, Scott Sports**

"The SIA NYC showroom is a one shop stop for journalists looking for next season's top products and is a great opportunity for brands to connect with media and potentially reach a huge audience during the busiest part of our selling season." – **Rian Rhoe, Bonfire Snowboarding and Salomon Snowboards**

**WHEN:** Wednesday, July 18, 2012

**WHERE:** Studio 450, 450 31st Street, New York, NY 10018

## SAMPLE CLIPS FROM 2011 SUMMER SNOWDOWN:

Other placements have appeared in AP, Maxim, CBS News, ESPN.com, Mademan.com, Vogue, and more.

### O The Oprah Magazine

Circulation: 2,506,037 | Ad Rate: \$153,745

SIA Members featured (Snowdown Exhibitor\*): Neve\*, Obermeyer\*- featured in the "Favorite Things" and the "O List"



### Hemispheres Inflight magazine

Circulation: 4,850,000 | Ad Rate: \$41,072

SIA Members featured (Snowdown Exhibitor\*): Fischer Skis\*, Scott Sports\*, K2 Skis, Hestra Gloves



### SELF

Circulation: 1,498,922 | Ad Rate: \$166,773

SIA Members featured (Snowdown Exhibitor\*): Spyder\*, Obermeyer\*, SMITH\*, OAKLEY, BURTON, Roxy, Salomon, Patagonia, Scarpa, Madshsu, Mountain Hardwear, Atlas, Swix, CamelBak



### Women's Health

Circulation: 1,589,342 | Ad Rate: \$169,145

SIA Members featured (Snowdown Exhibitors\*): Bonfire\*, SMITH\*, HEAD, 180s



### Town & Country

Circulation: 450,000 | Ad Rate: \$86,225

SIA Members featured (Snowdown Exhibitor\*): Fischer skis and boots\*, Burton, K2, Rossignol, Sorel, Oakley, Hestra



### SHAPE

Circulation: 1,671,325 | Ad Rate: \$171,720

SIA Members featured (Snowdown Exhibitors\*): Volkl Skis, Helly Hansen\*, SIA skier/snowboard Statistics



### Fitbie.msn

Circulation: receives 17,311,198 daily visitors

<http://fitbie.msn.com/slideshow/healthy-gifts-under-25>

SIA Members featured (Snowdown Exhibitor\*):

Dakine\*, Fits Socks





**SNOWSPORTS INDUSTRIES AMERICA**  
**NY Media Showroom Event Space Request**  
 WEDNESDAY, JULY 18, 2012 | STUDIO 450, NEW YORK, NY USA

**EXHIBITOR INFORMATION | Deadline for submitting space request: April 30, 2012; payment in full due June 1, 2012.**

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
 Email address: \_\_\_\_\_ Website: \_\_\_\_\_

**PR CONTACT INFORMATION | The PR contact will receive all exhibit-related materials and correspondence for this event.**

Official PR Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Telephone (if different from above): \_\_\_\_\_ Personal Email (if different from main): \_\_\_\_\_

**SIA MEMBERSHIP:** In order to exhibit products at the New York Media Showroom Event the company requesting space must be a current member of SIA in good standing.

**EXHIBIT SPACE / EVENT FEES**

**Exhibit Space Description:** 16 foot linear display space

**Exhibit Space Fees:** \$3,500 | \$1,000 non-refundable deposit due by April 30

**Event fees include:**

- Event space and standard silver color gridwall
- Gridwall space set-up
- Reception the day of the event
- Media attendee recruitment
- Graphic design and invitations to media
- Gift bags for media
- Product storage prior to event
- Private car service for media to discourage "no shows"
- Complete event management
- Lodging reservations assistance
- A follow-up media list and complete contact information

ACCESSORY EXHIBITORS: If you would like to order display accessories that form will be made available at a later date.

**Brands to be shown:** \_\_\_\_\_

**Describe the products to be displayed:** \_\_\_\_\_

*By signing this Space Contract, the exhibitor agrees to participate in the SIA New York Media Showroom Event; that the undersigned is empowered to enter into contracts on behalf of the exhibiting company; and this contract for exhibit space is a binding agreement when signed. If an exhibitor cancels 29 days or less prior to the event, they are still liable for full payment of exhibit space fees.*

**AGREED TO:**

Signature of Authorized Representative \_\_\_\_\_ Date \_\_\_\_\_

Please Print Name \_\_\_\_\_ Title \_\_\_\_\_

**PAYMENT INFORMATION | \$1,000 deposit (an invoice for the balance due, \$2,500, will be sent to you. Full payment of event fees is due by June 1, 2012.)**

**If space deposit payment is not received by April 30, 2012, reserved space will be released and reassigned.**

**For more information contact:**  
**Anovia Daniels**  
 Communications & Public Relations Manager  
 P: 703.506.4214  
 E [ADaniels@snowsports.org](mailto:ADaniels@snowsports.org)

**Type of payment:** (check one)  AmEx  Diners Club  Discover  MasterCard  Visa  Check Enclosed (payable to SIA)

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

**RETURN COMPLETED FORM TO:**

**SnowSports Industries America**  
 8377-B Greensboro Drive  
 McLean, VA USA 22102-3529

**Or Via FAX to:** 703.821.8276



SnowSports Industries America  
 8377-B Greensboro Drive  
 McLean, VA USA 22102-3529

PHONE 703.556.9020  
 FAX 703.821.8276

EMAIL  
 SIAmail@snowsports.org

TRADE SITE  
 snowsports.org

CONSUMER SITE  
 snowlink.com

photo: SCARPA North America



**sia**

SNOWSPORTS INDUSTRIES AMERICA

For additional information, snow sports participation and industry stats or member company contact information, please contact:

**Anovia Daniels**, Communications/PR Manager  
703.506.4214 /// ADaniels@snowports.org

**Lori Crabtree**, PR Consultant  
307.690.6427 /// LCrabtree@wyoming.com

**SnowSports Industries America**

8377-B Greensboro Drive, McLean, VA 22102-3587 /// Washington, DC Metro-Area  
Phone: 703.556.9020 /// Fax: 703.821.8276 /// Email: SIAMail@snowsports.org.

More information is available at:

**snowsports.org** /// **siasnowshow.com** /// **snowlink.com**

Connect with us:

